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MEMORANDUM FOR : Deputy Director (Administration)

SUBJECT : 1954 American Red Cross Fund Campaign

1. The 1954 American Red Cross Fund Campaign for the Washington Metropolitan Area will be conducted Agency-wide during the month of March. This Campaign will be announced by an Agency Notice to be released soon.

2. I am aware of the genuine interest which our Director has manifested in previous fund campaigns. Also, I am cognizant of the top-level leadership which you have given to past drives. Consequently, I feel sure each of you shares my enthusiasm for the coming Red Cross Campaign.

3. In the past, most agencies have found it helpful to organize Advance Gifts Committees for the exclusive purpose of soliciting donations from members at the executive level. To me it seems most appropriate that each higher-grade member be called upon to contribute by an Agency member of comparable or near-comparable grade. To accomplish this objective, it is recommended that you appoint one or more members of your staff to serve as an Advance Gifts Committee to solicit contributions from all members of your Office in Grade GS-15 and above.

4. Doubtless you know that our Agency is not allotted a quota, since security considerations preclude the release of strength figures. Therefore, it has been necessary to work up a scale of "fair share" giving for the Agency that approximates the Red Cross quotas of other agencies of comparable size. Naturally, we know that most employees like to set their own goals, but past experience has proven that the really favorable showing which I know the great majority of Agency members want to make is seldom achieved under a non-quota status. Consequently, the establishment within the Agency of a reasonable quota is dictated by the need for this Agency to achieve a

commendable record in the coming campaign. Based on the best obtainable data, the following schedule of "fair share" giving has been arrived at for the guidance of all Agency members:

<u>ANNUAL SALARY</u>	<u>Suggested Amount of Red Cross Contribution</u>
Over \$10,000	\$20.00 or more, proportionately with salary
Between \$5,500 and \$10,000	\$10.00 or more, proportionately with salary
Under \$5,500	At least \$3.00 and proportion- ately more, depending upon salary

5. It is important that these higher-grade Agency members be solicited in advance of the opening of our Agency-wide Campaign on 1 March 1954. The activities of the Advance Gifts Committees will stimulate considerable local interest in the campaign, especially among key officials. Consequently, it is recommended that each Advance Gifts Committee complete its solicitation during the last week of February 1954.

6. If you have any suggestions concerning this fund campaign, please let me know. I shall appreciate hearing from you concerning the progress of your Advance Gifts Committee.



Harrison G. Reynolds
Assistant Director for Personnel

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